



urban.

RENAISSANCE

NEWS UPDATE NEWS UPDATE NEWS UPDATE

■.vegas

Vegas Receives Its Own Internet Domain

The city of Las Vegas is now one of the first cities in the United States to be given its own top-level internet domain — **.vegas** — helping further the brand of the city. The new domain should be available next year, at which time businesses and residents will be able to start registering for web addresses that end in “.vegas,” as opposed to .com, .org, .net, etc.

The Internet Corporation for Assigned Names and Numbers recently expanded the top-level domains available on the Internet, beyond the most recognized, .com and .org. The city of Las Vegas joins Miami, Boston and New York City in receiving its own top-level domain, although .vegas is considered a “generic” top-level domain, rather than a geographic domain. This means that people and groups applying for a .vegas extension do not have to be physically located in or have a defined connection with the city of Las Vegas to register and build an online presence using a .vegas domain name.

The new domain will give the city an edge in marketing, as Las Vegas will rise to the top of Internet searches. It will benefit

continued...



Confetti rains from the sky during the Sept. 9, 2013 official grand opening for Zappos' new headquarters in downtown Las Vegas. The former location for City Hall, the building is located at 400 Stewart Ave.

State Extends Agency's Life & Bonding Ability

Passed by the state during the 2013 legislative session, Assembly Bill

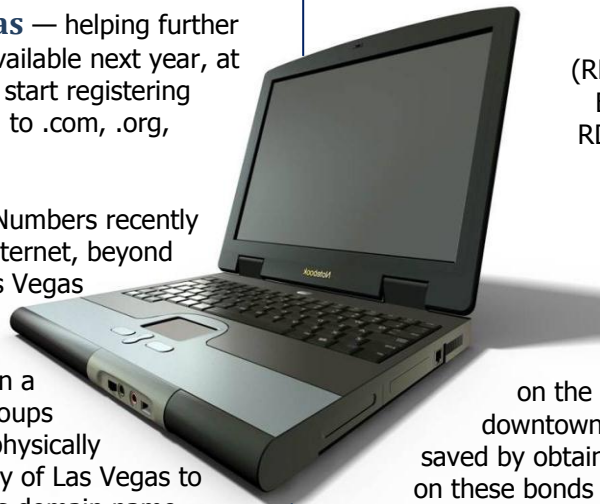
50 extends the life of the city of Las Vegas' Redevelopment Agency (RDA) from 2031 to 2046.

Extending the life of the RDA allows the agency to refinance several of the bonds currently issued on major projects, such as The Smith Center for the Performing Arts, which have had a huge impact

on the positive revitalization of downtown Las Vegas. The money saved by obtaining lower interest rates on these bonds can, in turn, be used to finance additional revitalization projects.

Furthermore, the bill requires the RDA to make detailed reports on proposed agency expenditures available to the public at least 14 days before they are considered at a Las Vegas City Council meeting.

continued...



Strong Cities

The Las Vegas City Council accepted a \$1 million grant from the U.S. Department of Commerce Economic Development Administration as part of the Strong Cities Strong Communities Challenge National Initiative. Over the next 18 months, the city of Las Vegas will host a contest open to the public to develop a comprehensive economic vision in one of four categories:

continued...

Vegas Domain Name, continued...

Las Vegas from a business perspective, creating new opportunities for internet business and positioning Las Vegas as a hub for internet activity. It also furthers the city's goal to be on the cutting edge of technology and innovation, helping make Las Vegas a world-class city.


In partnership with the city, **Dot Vegas, Inc.** applied to ICANN to secure the .vegas top-level domain. The city will receive a share of the revenue based on the domain names that are registered, and subsequent renewals of those names.

As the designated registry operator, Dot Vegas Inc. will manage and execute all aspects of the .vegas top-level domain operations. This project was undertaken and will be accomplished without any cost to the city or taxpayers.

Dot Vegas Inc. is well suited to lead and execute this unique opportunity, with its founders having more than 15 years of experience in the management and operations of top-level domains.



Get on the Big Bus
and rediscover downtown!



2013
Happy
Hour
Bus Tour

Guided tour includes complimentary cocktails and cool, interesting stops – plus informative and fun commentary on what's happening in the heart of Las Vegas.*

Saturday, September 28, 2013 @ 3pm
Reservations required - limited availability.

DLVA **LAS VEGAS CITY LIFE** **BIG BUS TOURS**

Thanks to our drink sponsors: Downtown3rd, Lady Silvia, Insert Coins, Downtown Cocktail Room, La Comida and Parlour Bar in the El Cortez.

To purchase tickets: <http://bit.ly/1e2KFY2>

*Guests must be 21 years and older.

REDISCOVER
DOWNTOWN



Strong Cities, continued...

Cashman Field, The Medical District, Business Parks and Existing Redevelopment Agency Projects.

The grant requires that the city provide \$250,000 to fund infrastructure and planning efforts to implement the winning idea. The city will appoint a selection committee to judge the entries from multi-disciplinary teams. The top three ideas will be determined and a grand prize winner will be picked from those three. Third place receives \$10,000, second place receives \$30,000 and first place \$60,000. The grand prize winner will then be chosen and will receive the \$800,000 prize.

For further information, contact **Tammy Christensen** by calling 702.229.6052 or at tchristensen@lasvegasnevada.gov.

State Legislation, continued...

This information is now available at:
http://www.lvrda.org/public_reports.php

Formerly, the RDA was required to set aside 18 percent of the property taxes generated in the city's Redevelopment Area for low-income housing and educational facilities in the Redevelopment Area. Educational facilities located within one mile of the Redevelopment Area are now included and can benefit from this tax money. After the RDA's original sunset date of March 6, 2031, the entire 18 percent will be devoted to educational facilities. The bill also allows the RDA to create a tourism improvement district (TID) within its Redevelopment Area and provide appropriate financial incentives/assistance to tourism-related businesses locating within the TID.

Las Vegas Redevelopment Agency

Las Vegas City Hall • 495 S. Main St. • Sixth Floor • Las Vegas, NV 89101

Telephone: **702.229.6100**

www.lvrda.org • www.lasvegasnevada.gov/EUD • www.facebook.com/lvbusiness

ED-0003-01-12 RS